



U.S. Army 2005 MWR Leisure Needs Survey Results

**McAlester AAP
Oklahoma**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

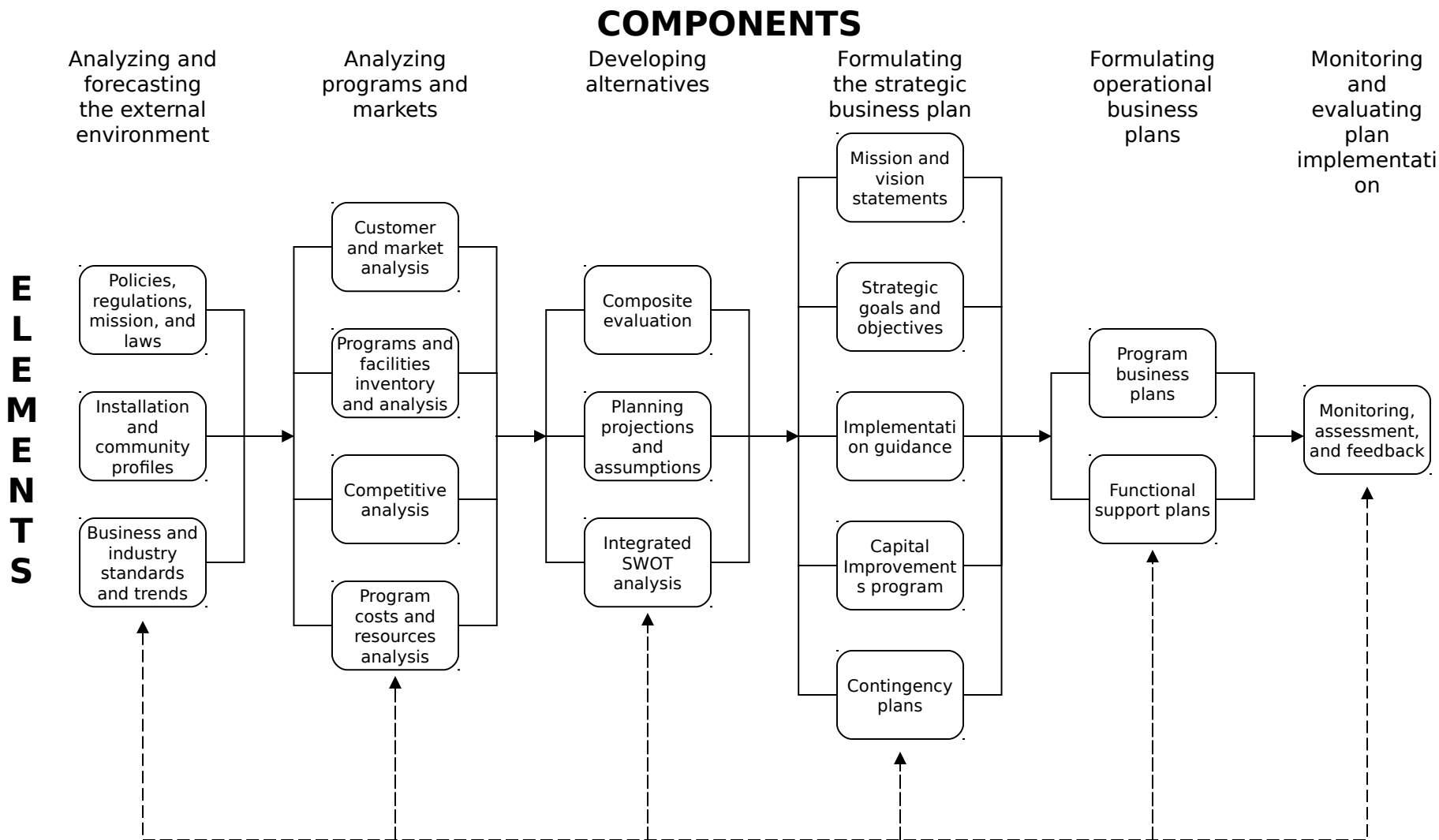
- MWR Programs and Facilities
- Leisure Activities

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

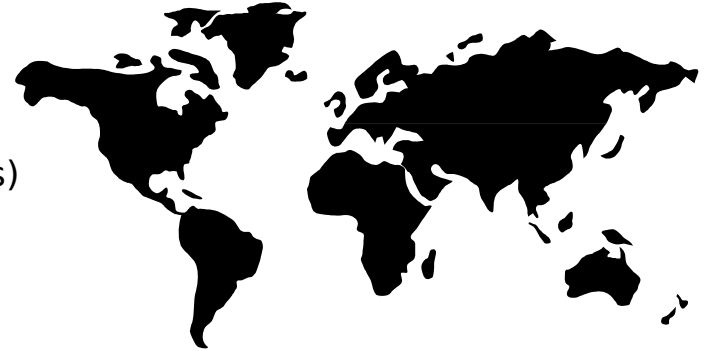


METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,084 surveys were distributed at McAlester AAP



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	1	1	2	200.00%	N/A
Spouses of Active Duty	25	30	3	10.00%	±53.08 %
Civilian Employees	1,175	745	232	31.14%	±5.76%
Retirees	317	308	70	22.73%	±10.34%
Total	1,518	1,084	307	28.32%	±5.00%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

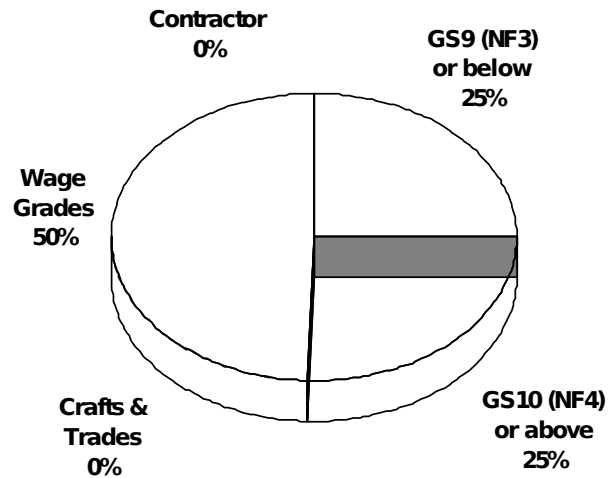
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

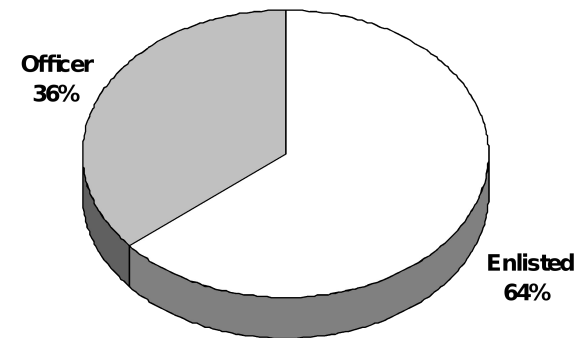
CIVILIANS

(n = 224)



RETIREES

(n = 50)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT McALESTER AAP

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	27%
Swimming Pool	15%
ITR - Commercial Travel Agency	13%
Cabins & Campgrounds	12%
Athletic Fields	11%

LEAST FREQUENTLY USED FACILITIES

Multipurpose Sports/Tennis Courts	7%
School Age Services	7%
Youth Center	7%
Child Development Center	7%
Bowling Center	8%

MWR PROGRAMS & FACILITIES: SATISFACTION AT McALESTER AAP*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Cabins & Campgrounds	4.47
Multipurpose Sports/Tennis Courts	4.42
Fitness Center/Gymnasium	4.29
Swimming Pool	4.24
Bowling Center	4.15

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Child Development Center	3.72
School Age Services	3.87
Athletic Fields	3.96
ITR - Commercial Travel Agency	4.03
Youth Center	4.05

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT McALESTER AAP*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Cabins & Campgrounds	4.38
Child Development Center	4.22
Youth Center	4.21
Fitness Center/Gymnasium	4.14
Multipurpose Sports/Tennis Courts	4.14

FACILITIES WITH LOWEST QUALITY RATINGS*

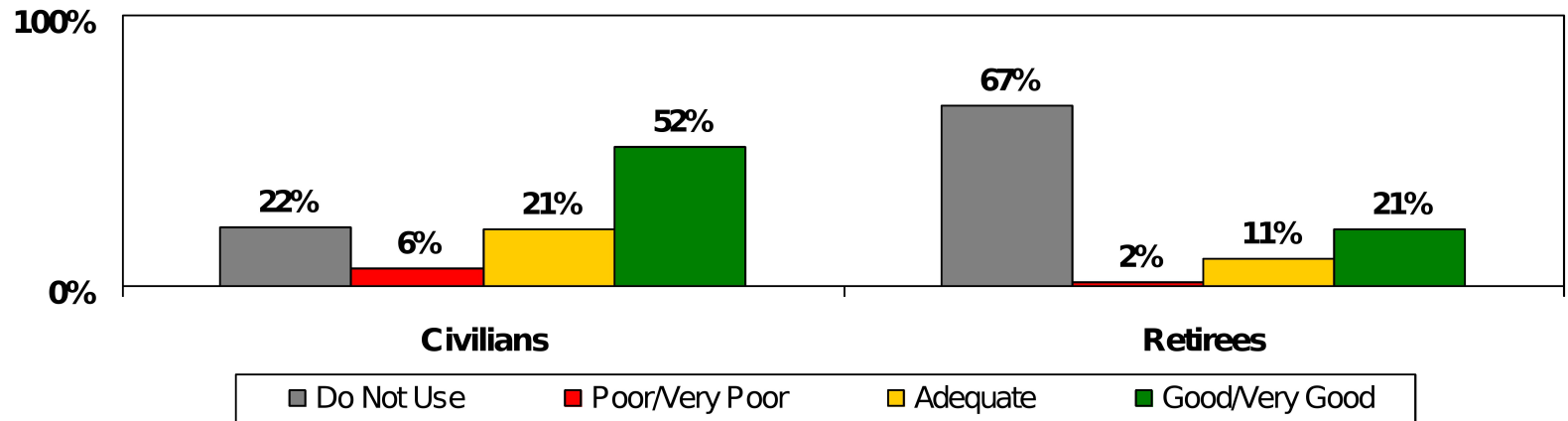
Athletic Fields	3.85
Recreation/Community Activity Ctr.	4.02
ITR - Commercial Travel Agency	4.02
Bowling Center	4.11
School Age Services	4.12

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

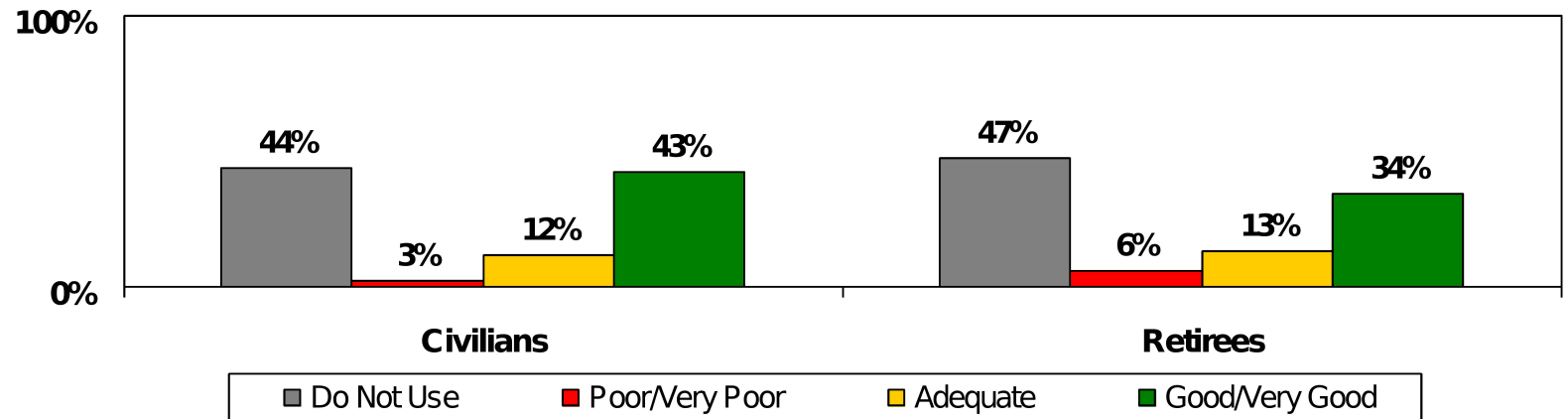
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



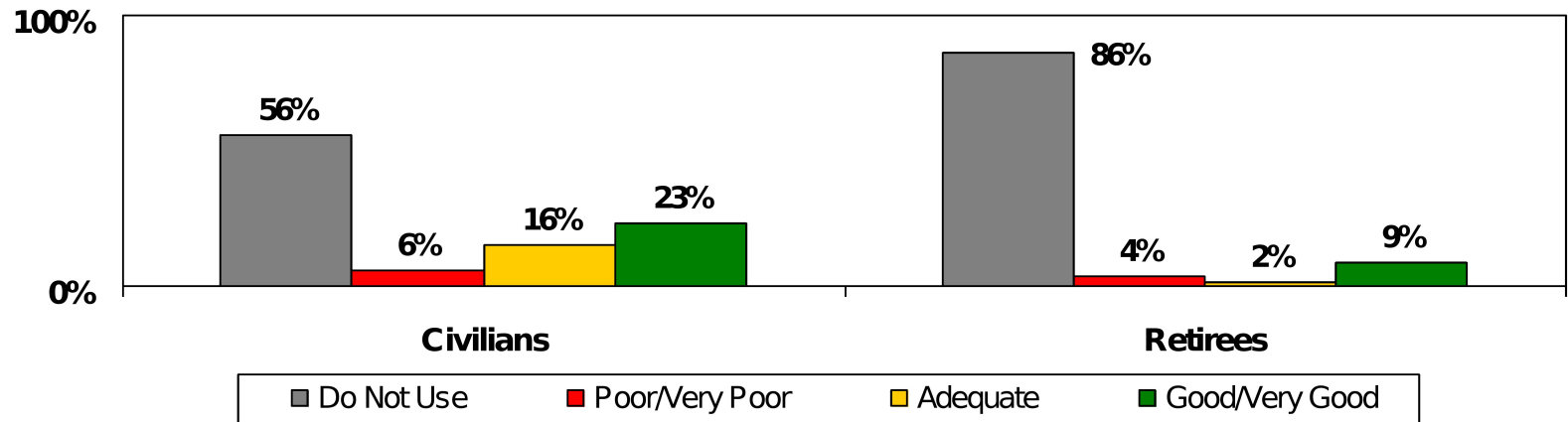
Quality of Off-Post Services



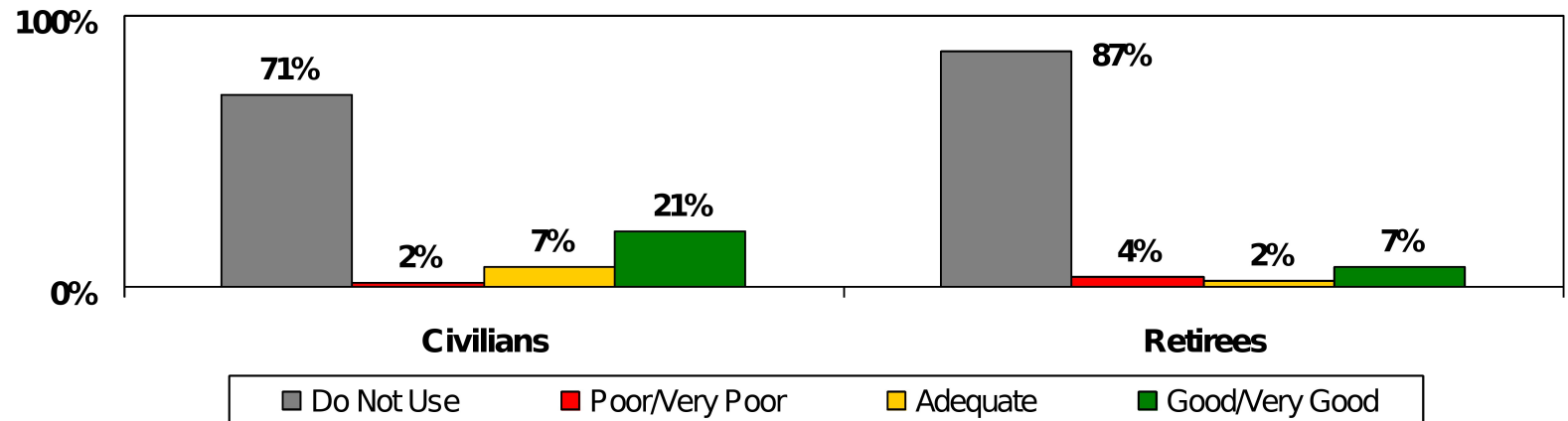
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



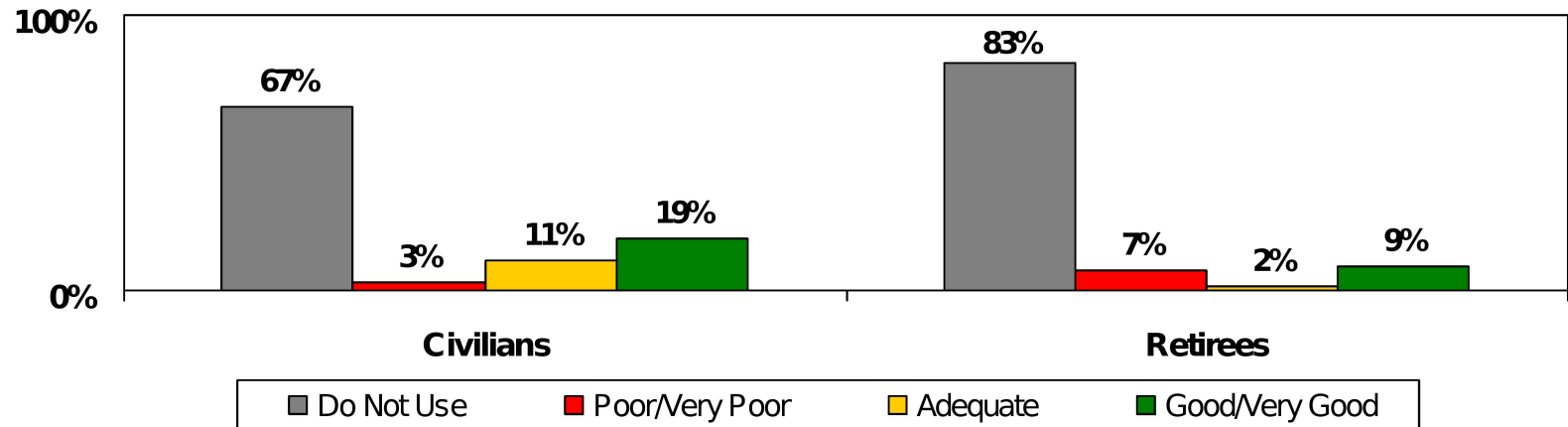
Quality of Off-Post Services



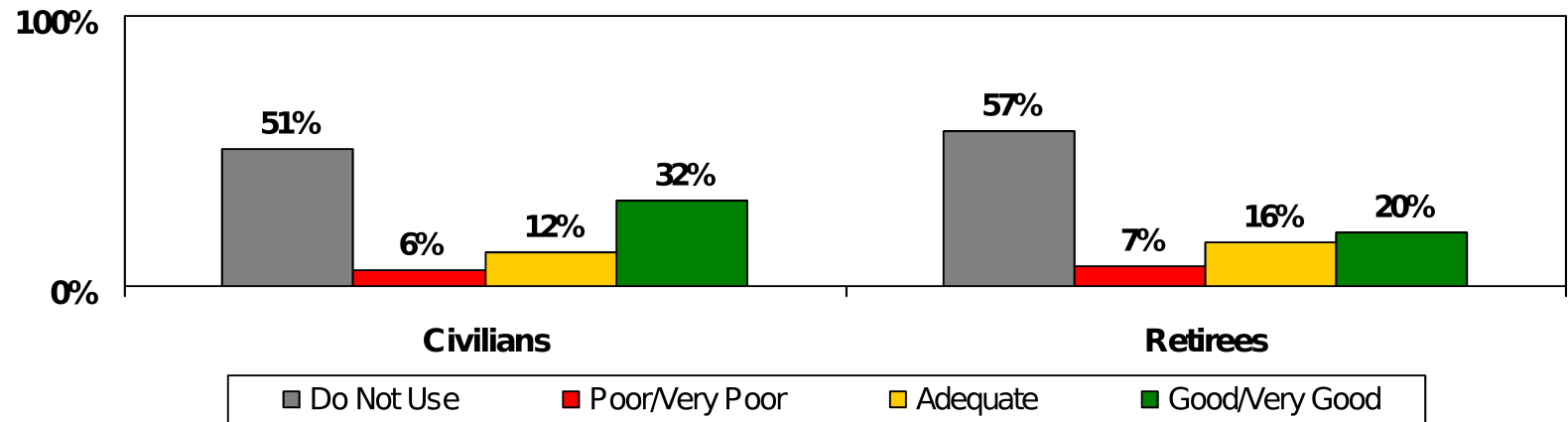
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

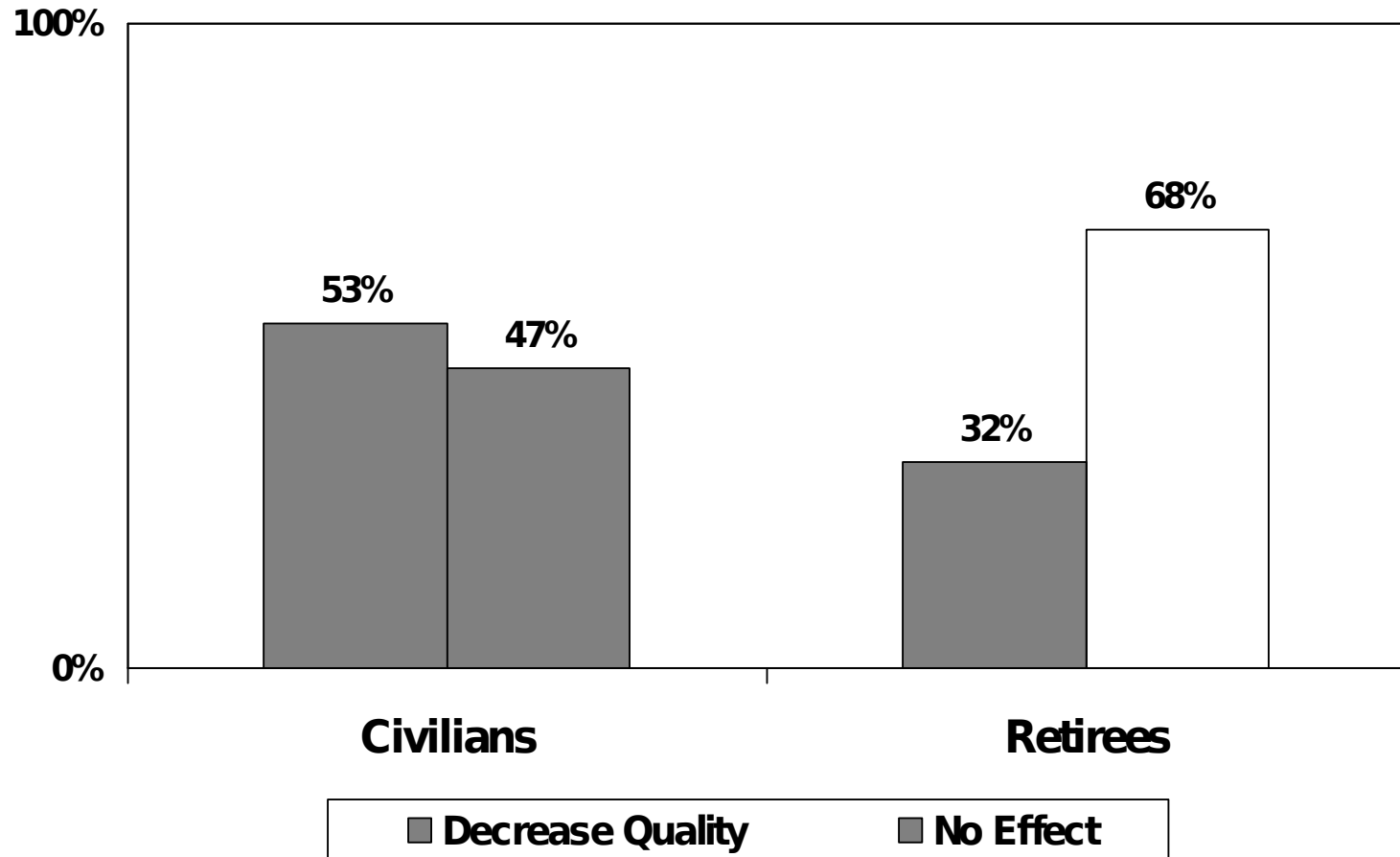


Quality of Off-Post Services



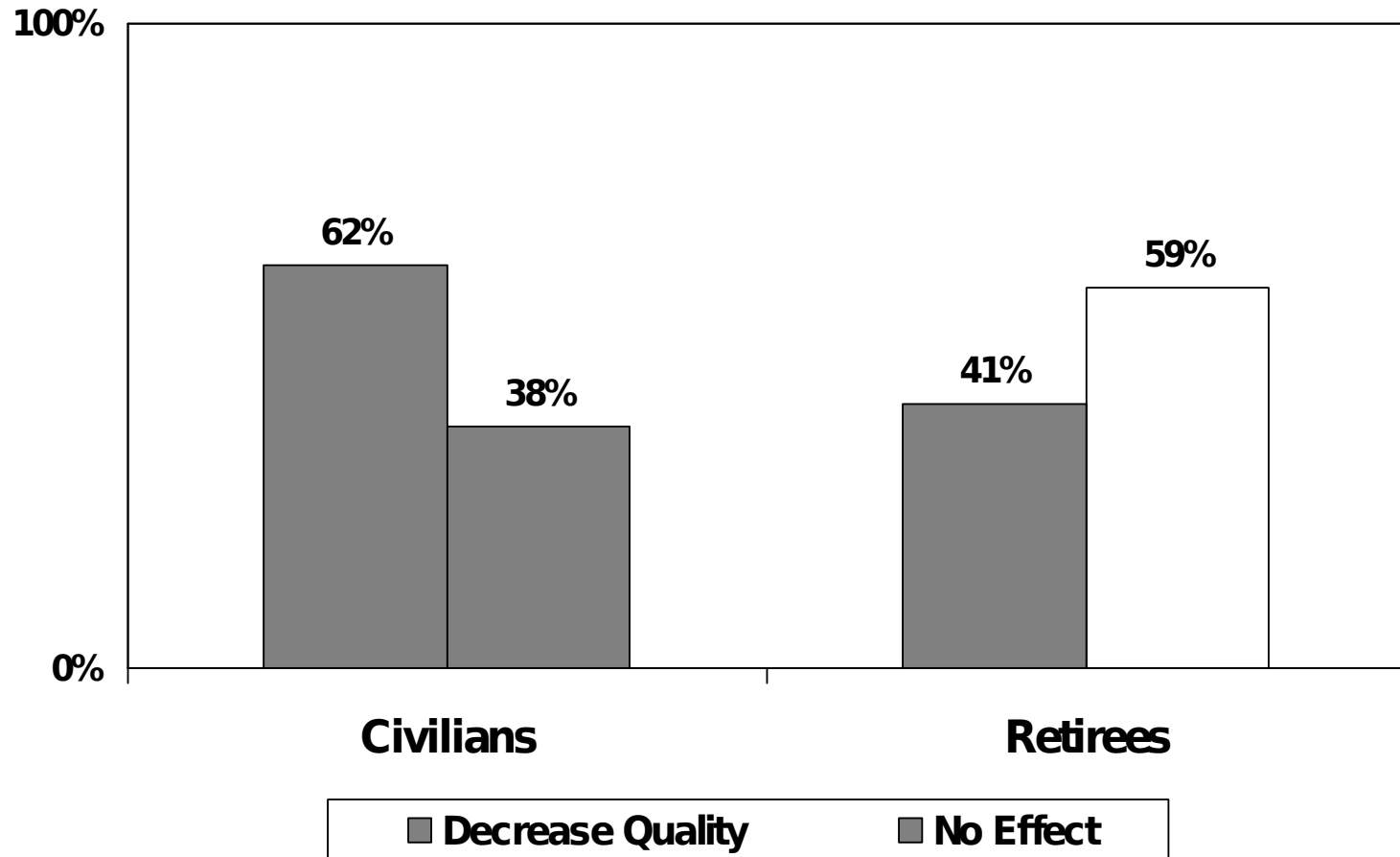
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	73%
Child Development Center	60%
Swimming Pool	54%
Youth Center	52%
Army Lodging	46%
School Age Services	45%
Cabins & Campgrounds	42%

Golf Course Pro Shop	68%
Arts & Crafts Center	59%
Golf Course	58%
Bowling Pro Shop	56%
Car Wash	55%
Golf Course Food & Beverage	43%
Automotive Skills	37%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREES	TOTAL
Internet	14%	2%	12%
E-mail	58%	12%	50%
Friends and neighbors	23%	8%	20%
Family Readiness Groups (FRGs)	1%	0%	1%
Bulletin boards on post	53%	10%	45%
Post newspaper	19%	12%	18%
MWR publications	30%	15%	27%
Radio	2%	2%	2%
Television	0%	0%	0%
My child(ren) let(s) me know	2%	2%	2%
Other unit members or co-workers	28%	2%	24%
Unit or post commander or supervisor	5%	0%	4%
Marquees/billboards	31%	13%	28%
Flyers	44%	15%	40%
Other	1%	21%	5%
I never hear anything	2%	38%	8%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	70%
Entertaining guests at home	54%
Going to movie theaters	48%
Internet access/applications (home)	46%
Fishing	44%
Special family events	43%
Gardening	41%
Walking	39%
Going to beaches/lakes	36%
Festivals/events	34%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	74%
Entertaining guests at home	58%
Going to movie theaters	52%
Internet access/applications (home)	48%
Special family events	47%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	52%
Fishing	38%
Internet access/applications (home)	37%
Gardening	35%
Entertaining guests at home	32%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	10%
Softball	9%
Volleyball	4%
Self-directed sports tournaments	3%
Touch/flag football	1%

Outdoor Recreation

Fishing	44%
Going to beaches/lakes	36%
Picnicking	26%
Hunting	26%
Camping/hiking/backpacking	23%

Social

Entertaining guests at home	54%
Special family events	43%
Dancing	25%
Night clubs/lounges	24%
Happy hour/social hour	22%

Sports and Fitness

Walking	39%
Cardiovascular equipment	23%
Weight/strength training	16%
Bowling	13%
Running/jogging	12%

Entertainment

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	48%
Festivals/events	34%
Attending sports events	33%
Live entertainment	25%

Special Interests

Internet access/applications (home)	46%
Gardening	41%
Automotive detailing/washing	29%
Automotive maintenance & repair	22%
Digital photography	21%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	14%	N/A	14%
Reading	12%	N/A	12%
Study/self development	10%	N/A	10%
Walking	9%	29%	39%
Multimedia (videos, DVDs, CDs)	9%	N/A	9%
Reference/research services	8%	N/A	8%
Cardiovascular equipment	7%	17%	23%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	37%	46%
Gardening	0%	3%	37%	41%
Automotive detailing/washing	1%	8%	21%	29%
Automotive maintenance & repair	0%	3%	18%	22%
Digital photography	0%	4%	17%	21%
Trips/touring	1%	20%	0%	21%
Computer games	1%	1%	18%	20%

*Top 7 special interest activity preferences ranked by overall participation.

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)